

Table 24a

Importance of IT goods and services for attracting investment capital, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	41,200	21,800	8,300	1,200
IT.....	9,700	4,200	3,400	1,900	200
Manufacturing.....	3,000	1,600	1,000	300	S
Communication.....	1,600	400	600	500	S
Computer related services.....	5,100	2,100	1,800	1,100	S
Non-IT.....	62,700	37,000	18,300	6,400	1,000
Manufacturing.....	39,300	24,100	11,200	3,400	S
Transportation & public utilities.....	8,500	4,600	2,700	1,200	S
Finance, insurance & real estate.....	11,900	6,500	3,500	1,600	S
Engineering & AAB services.....	2,900	1,700	900	300	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	14,600	7,900	3,700	S
\$5M to \$9.9M.....	17,800	10,100	5,500	2,000	S
\$10M to \$24.9M.....	16,100	9,600	4,800	1,400	S
\$25M to \$50M.....	6,000	3,400	1,800	600	S
Above \$50M.....	5,900	3,500	1,800	600	S
Innovators ¹	34,400	16,600	12,000	5,300	400
IT.....	7,000	2,700	2,600	1,500	S
Manufacturing.....	1,500	700	600	200	S
Communication.....	1,200	300	400	400	S
Computer related services.....	4,300	1,800	1,500	900	S
Non-IT.....	27,400	13,900	9,500	3,800	S
Manufacturing.....	15,300	7,900	5,200	S	0
Transportation & public utilities.....	3,700	1,800	1,400	S	S
Finance, insurance & real estate.....	6,900	3,400	2,400	900	S
Engineering & AAB services.....	1,500	800	500	200	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	5,200	4,000	2,100	S
\$5M to \$9.9M.....	8,100	3,800	3,000	1,300	S
\$10M to \$24.9M.....	7,700	3,300	3,300	1,000	S
\$25M to \$50M.....	3,500	2,300	800	S	S
Above \$50M.....	3,700	2,100	1,100	500	S
Noninnovators ¹	37,000	24,100	9,400	2,800	800
IT.....	2,600	1,400	800	300	S
Manufacturing.....	1,500	900	400	S	S
Communication.....	400	100	200	S	S
Computer related services.....	800	400	S	S	0
Non-IT.....	34,300	22,700	8,500	2,500	S
Manufacturing.....	23,500	15,900	5,800	S	S
Transportation & public utilities.....	4,600	2,800	1,200	S	S
Finance, insurance & real estate.....	4,800	3,100	1,100	S	S
Engineering & AAB services.....	1,400	900	400	S	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	9,000	3,800	1,500	S
\$5M to \$9.9M.....	9,500	6,200	2,500	700	S
\$10M to \$24.9M.....	8,400	6,300	1,400	S	S
\$25M to \$50M.....	2,500	1,100	S	S	S
Above \$50M.....	2,200	1,400	S	S	S

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 7d: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, please rate the importance of IT goods and services for attracting investment capital?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.